

From: Haseeb Malik <[REDACTED]>
Sent: Friday, September 27, 2019 11:46 PM
To: Edward Zobrist <[REDACTED]> Matt Weissinger
[REDACTED] Donald Mustard
[REDACTED] Phil Rampulla <[REDACTED]>
Alec Shobin <[REDACTED]> Elizabeth Cook
<[REDACTED]>
Subject: Chapter 2 Apple App Store Takeover

Δ DEFENDANT Δ	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-3457
	Date Entered _____ By: _____, Deputy Clerk Susan Y. Soong, Clerk

Exciting news!

After syncing with Ed, Matt, and Donald offline and negotiating with Apple. We have secured the opportunity to take over the App Store on the release of Chapter 2! Epic will be the first to take over the latest iteration of the App Store. We will also be given creative control on what we want to display and how.

Here is a summary of what is being offered:

- **Placements**
 - Today Tab (pinned)
 - Games Tab - **ALL** hero banners to be dedicated to Fortnite
 - POIs, different things in each cell, not just character art
 - Icon underneath will be Fortnite
- **Timing**
 - Tuesday 15th to Thursday the 24th
 - Art needs to be delivered by the **10th (they have been warned by the threat of destruction by Donald should something leak)**

What we need

@Phil Rampulla and @Elizabeth Cook Creative for 5 Games tabs, Today Tab and Main banner. We should also guide the narrative for the Today Tab story.

I will put in a meeting on Monday to discuss further.

Thanks!

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Haseeb Malik
Marketing Director
Mobile Publishing | Epic Games